



Editorial

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This is the first issue appearing under a newly appointed group of department editors. On this occasion I would like to thank the past department editors, Christian Schlag (Finance) and Adamantios Diamantopoulos (Marketing), for their excellent job in raising BuR to the right quality level in the Journal's first four years. This was a difficult period in establishing BuR as the official journal of VHB, which is different than traditional journals being an open-access online journal in the internationally accepted English language. The quality of the papers accepted by the department editors is high, and has established BuR as the premier business journal that addresses an international audience and is published in Germany. The jobs of the non-continuing department editors have been taken over by Engelbert Dockner (Finance) and myself in Marketing. The other department editors, Rainer Niemann (Accounting), Peter Walgenbach (Management), and Karl Inderfurth (Operations and Information systems), will continue in their service to BuR. As before, department editors each decide on submissions independently, and the editor-in-chief only serves in cases of conflicts of interest.

The most essential factor for establishing and ensuring the high quality of an academic journal is the expertise of its reviewers. BuR – Business Research has an editorial board whose members, together with numerous other reviewers, offer expert counsel and guidance for our manuscripts on a voluntary and regular basis. Through their efforts, the journal is able to provide submitting authors with timely, thoughtful, and constructive reviews. In fact, due in large part to the responsiveness of our reviewers, we were able to send feedback to authors in an average of 43 days per round in 2010.

On behalf of the department editors and the submitting authors, we sincerely acknowledge our reviewers' service to the journal, and gratefully appreciate their contributions to our profession. BuR thanks its editorial board as well as all additional reviewers for devoting time and effort to reviewing the papers that we have sent them during the last two years. Five specific peers have been selected as BuR Reviewer of the Years 2009/2010 in recognition of their outstanding and consistently timely service to the journal during the past 24 months. The awards will be presented at the Annual Conference of the German Academic Association for Business Research in Kaiserslautern on June 18, 2011 to:

- Laurence van Lent, Tilburg University, The Netherlands (Accounting)
- Nicole Branger, Westfälische Wilhelms-Universität Münster, Germany (Finance)
- Arun Kumaraswamy, The Fox School of Business and Management, Temple University, USA (Management)
- Robert Wilken, ESCP Europe Wirtschaftshochschule Berlin, Germany (Marketing)
- Robert Klein, Universität Augsburg, Germany (Operations and Information Systems)

In this issue, we introduce a new feature to our readers. The references are linked to an availability check so that readers directly can see in many cases whether a certain paper is available for download from their library services, or whether a book is available there. Of course, this depends on the accessibility of the respective libraries. We hope this increases BuR's acceptance even more.

Sönke Albers, Editor-in-Chief